

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

REVISED VERSION

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
22 November 2001 (22.11.2001)

PCT

(10) International Publication Number
WO 01/88803 A2

(51) International Patent Classification⁷: **G06F 17/60** (74) Agents: **ABRAMSON, Ronald et al.**; Hughes Hubbard & Reed LLP, One Battery Park Plaza, New York, NY 10004-1482 (US).

(21) International Application Number: **PCT/US01/11772**

(22) International Filing Date: 15 May 2001 (15.05.2001) (81) Designated States (national): AT, AU, CA, CH, CO, DE, DK, EC, ES, FI, GB, IS, JP, KR, LU, NO, NZ, PT, SE, SG.

(25) Filing Language: English

(26) Publication Language: English (84) Designated States (regional): European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR).

(30) Priority Data:
60/204,179 15 May 2000 (15.05.2000) US
09/675,958 29 September 2000 (29.09.2000) US

(71) Applicant: **IDO SYSTEMS A/S** [DK/DK]; Kloevermarken 120, DK-7190 Billund (DK).

(72) Inventors: **KUSUMOTO, Laura, Lee**; 162 Cliff Swallow Court, Brisbane, CA 94005 (US). **SACERDOTI, Earl, David**; 115 Camille Court, Alamo, CA 94507 (US). **SIGLER, Leila, Janine**; 15 N. Gordon, Los Altos, CA 94024 (US). **SIGLER, Sonya, Lee**; 253 Highland Avenue, San Carlos, CA 94070 (US).

Published:
— with declaration under Article 17(2)(a); without abstract; title not checked by the International Searching Authority

(48) Date of publication of this revised version: 16 May 2002

(15) Information about Correction:
see PCT Gazette No. 20/2002 of 16 May 2002, Section II

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 01/88803 A2

(54) Title: SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA

(57) Abstract: